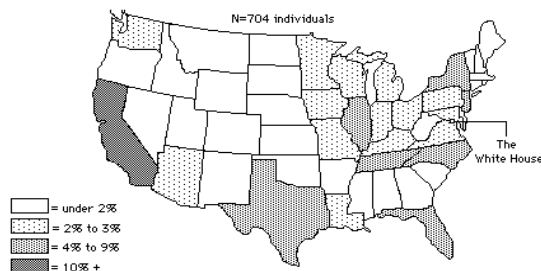


The White House Tours

Summer 1989 Report Summary

- This report describes the results of a study of visitors who took the White House tours during June 28 - July 1, 1989. Five hundred fifty-eight questionnaires were distributed and 457 returned, an 82% response rate.
- Volume 1 profiles White House tour visitors. Volume 2 has their comments about the tours. Summaries of these comments are included in both volumes.
- Seventy-five percent of Congressional tour visitors and 64% of public tour visitors were in



Visitors by state (public tour)

- One third of Congressional tour visitors used the H Street and Madison Place intersection to arrive at the White House; similarly, 29% of the public tour visitors used the Constitution Avenue and 15th Street intersection.
- Congressional tour visitors averaged a 45-minute wait for their tours to begin. Public tour visitors averaged a two hour 15-minute wait for their tours to begin.
- Sixty-six percent of public tour visitor groups used the White House room guides.
- The services and facilities that received the highest quality rating from visitors included the White House room guides, ranger assistance and the map/brochure. Public restrooms were rated as the lowest quality facility.
- Close to three-quarters of the visitors would likely use a White House Visitor Center on their next visit, if one were available. Tour topics suggested by visitors included history, official events, information on the First Families, and architecture.
- In addition to the White House tours, respondents visited many sites in Washington, D.C. Over 90% of the White House visitors visited the Smithsonian Institution, the Lincoln Memorial, and the U.S. Capitol.
- Visitors provided many general comments about the White House tours.

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